

## PRESS RELEASE

### For immediate release

From: Brake, the road safety charity  
Tel: 01484 559909 Email: [brake@brake.org.uk](mailto:brake@brake.org.uk)  
Website: [www.brake.org.uk](http://www.brake.org.uk)



## Save children's lives by taking part in Brake's record attempt

Brake, the national road safety charity, is urging primary schools to take part in a world record attempt to help save children's lives on roads!

On Wednesday 13 June 2007 at 10AM, Brake aims to get 80,000 children taking part in a short, supervised 'walking bus', using safe routes in or around their school to break the world record for the biggest walking bus.

This is the 4th year running for the **Record Breaking Walking Bus** and Brake is trying to smash its own record set last year of 50,000 children taking part. The event aims to teach children about road safety, raise awareness among drivers of the need to slow down and 'watch out there's a kid about', encourage schools to run more road safety initiatives, and raise vital funds for Brake.

It is hoped that many schools will use Brake's Record Breaking Walking Bus event to launch an ongoing walking bus scheme after the UK's Department for Transport recently launched a £15 million fund to help primary schools develop walking to school schemes. Schools can apply for an annual grant of £1,000 for three years to set up a walking bus. The DfT also published guidance called 'Links to Schools', on how schools and local authorities can work together to create safe walking and cycling routes to schools.

Transport Secretary Douglas Alexander said: "Walking to school isn't just a good way for children to get more exercise and learn important road safety skills - it can also help cut down on congestion and help to combat climate change."

Why should schools take part?

- **Every 16 minutes a child is hurt on UK roads<sup>1</sup>**, so road safety education is critical.
- The event is a fun, practical way to begin to teach life-saving road safety lessons in line with PSHE guidelines.
- Receive FREE road safety resources about how to teach road safety effectively, including an action pack for the event and a termly newsletter.
- Promote a healthy and green form of travel to children and parents.
- Raise awareness about the importance of children's safety on roads in your community – local newspapers love to cover the event!
- Collect sponsorship for the event in aid of Brake, to help the charity carry on supporting families affected by road crashes and educating people about road safety. Last year schools raised a wonderful £50,000 for our work.
- Be part of a Guinness World Record!

**Schools need to register now to ensure their place in the record books by contacting Jeremy at Brake on 01484 559909, or by email at [walkingbus@brake.org.uk](mailto:walkingbus@brake.org.uk).**

**Jools Townsend, Head of Education at Brake, says:** "Three children die each week on our roads and many more are seriously injured leaving countless families torn apart by grief. This must stop. Schools can play a key role in promoting healthy, green and above all safe forms of transport. Please show your support on 13 June for an event that can help prevent families suffering in your community."

A 'walking bus' is a safe way for children to get to and from school, holding hands in pairs and supervised by responsible adults. Brake wants this initiative to encourage schools to set up their own walking bus, if they do not already have one, and show parents and residents the importance of driving particularly carefully around schools and residential areas. All participating schools will receive two free fluorescent visi-vests to help their walking bus be seen by drivers and an action pack full of road safety resources and lesson ideas.

<sup>1</sup> Based on DfT and PSNI figures for 2005.

The Walking Bus initiative is at the heart of Brake's **Watch Out There's a Kid About** campaign which, in turn, has at its heart Brake's call for the Government to take serious action to stop unnecessary deaths of child pedestrians and cyclists.

**For media enquiries or interviews with Brake call Chris Frost on 01484 559909 or 07976 069159.**

**Notes for editors**

Brake is an independent national road safety charity. Brake exists to stop the 9 deaths and 89 serious injuries that happen on UK roads every day and to care for families bereaved and seriously injured in road crashes. Brake produces educational literature, runs community training programmes and runs events including Road Safety Week (5 –12 November 2007). Brake's Fleet Safety Forum provides up-to-date fleet safety resources for fleet managers. BrakeCare, Brake's support division, cares for road crash victims through a helpline and other services.

# Primary Schools!

## Let's walk for safety



Organised by



# Brake

the road safety charity

[www.brake.org.uk](http://www.brake.org.uk)

Brake is a registered charity No. 1093244

## Dear Teacher,

Brake, the road safety charity invites your school to take part in a world record attempt to help save children's lives on roads! **Take part in the Guinness Record-Breaking Walking Bus 2007** and receive **FREE** resources to help you teach road safety throughout the year.

### What is the Record-Breaking Walking Bus?

- The Record-Breaking Walking Bus aims to get 80,000 children in the UK simultaneously, at 10AM on Wednesday 13 June, taking part in a short, supervised 'walking bus', using safe routes along pavements around their school or on school land.
- This is the 4th year running for the Record Breaking Bus! We are trying to break our own record last year of 50,000 children taking part!

### Why should my school take part?

- Every 16 minutes a child is hurt on roads, so road safety education is critical.

- This event is a fun, practical way to begin to teach life-saving road safety lessons. You can build road safety lessons or school travel planning exercises around the event. **All participating schools receive FREE road safety resources about how to teach road safety effectively, including a termly newsletter.**
- It's a great way to raise awareness about the importance of children's safety on roads in your community – local newspapers love to cover the event!
- You can ask children to collect sponsorship for the event in aid of Brake, supporting families affected by road crashes and educating people about road safety. Last year schools raised a wonderful £50,000 for our work. (We provide sponsorship envelopes and colourful stickers for the children.)
- Your school can be part of a Guinness Record!

### Want to start teaching road safety now?

We have created a free power point presentation which can be used on interactive white boards, for children aged 8 to 11, thanks to funding from the Department for Transport. It is available to download now by visiting [www.brake.org.uk](http://www.brake.org.uk), clicking on the "Teacher or Nursery leader" link on the left column and then the "Primary School Teachers" button. Accompanied by teachers' notes, it covers topics such as identifying the different ways we use roads, spotting dangerous behaviour and road safety advice for children.

## How can my school get involved?

Simply call Jeremy at Brake on 01484 559909 or e-mail [walkingbus@brake.org.uk](mailto:walkingbus@brake.org.uk) with your name, school name, email and telephone number - Brake will then call you.